



# Graduate / Trainee Media Planner (x2)

## The effectiveness agency.

*At Running Total Media we are committed to diversity & inclusion and providing equal opportunities for everyone. We are dedicated to ensuring our processes are free from any form of discrimination or bias, right from the application process to life as part of our team.*

### The agency

Running Total Media is a very successful and fast-growing Manchester city centre based media planning & buying agency, and part of the Total Media Group. We work with some of the highest profile advertisers in the UK, and a key aspect of our offering to clients is our ability to evaluate and forecast the performance of their advertising campaigns, across the full spectrum of media – TV, digital, radio, out-of-home, and so forth.

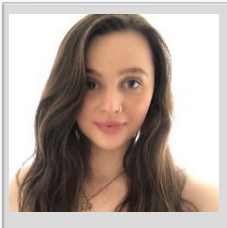
### The team

There are 15 friendly faces in our Manchester office (with no unfriendly ones!), and we're a tight-knit and mutually supportive team. We're a bit of a gang, really, and take pride in collectively solving problems and identifying solutions. We work closely across a range of different clients in multiple business sectors, so no day is ever the same, and learning opportunities are constant and plentiful.

### The role

We are looking for a **2 x full time, permanent GRADUATE TRAINEE MEDIA PLANNERS** to join our team here in Manchester. You may have just graduated, or be a year or two into your career and feeling frustrated by a lack of opportunity to develop. Either way, we'd like to hear from you if you're industrious, curious, flexible, and numerate. You'll play a vital part in the agency's output, and in due course, will help us grow our offering and revenue, improve processes and develop new products and insight. Responsibilities include, but are not limited to:

- Planning advertising campaigns across multiple media, potentially including digital, TV, radio, out of home, cinema etc
- Negotiating with media owners to secure great value deals
- Interacting with clients to help develop their plans & advertising campaigns
- Liaising with creative & PR agencies
- Studying for relevant industry-recognised qualifications



### Meet the hiring manager

*Lauren oversees all media analysis across the Running Total client portfolio, and has over 7 years experience in both media and media auditing.*

Lauren Wells

MEDIA ANALYSIS MANAGER

## The benefits

### Pension

Once you've been with us for 3 months you'll be enrolled into our pension scheme. We'll match your contributions up to 5%.

### Private Medical Insurance, healthcare and life assurance

When you've passed your probation, you have the opportunity to use our private medical insurance, healthcare and life assurance schemes.

### Referral scheme

Know a fantastic candidate for Total Media? We pay a bonus of £1,000 to any eligible member of staff who introduces an applicant who is employed as a result.

### Interest free season ticket loan

Travel costs can be eye-wateringly expensive. We can provide you with a season ticket loan once you've passed probation.

### Holiday entitlement

Your holiday entitlement will be set out in your contract, and once you've worked with us for over 12 months, you'll also get a day off for your birthday.

### Charity/Volunteering entitlement

We think people who volunteer their time for charitable causes deserve a little recognition. We give staff a "charity day" off for charitable work.

### IPA Qualification Support

The Institute of Practitioners in Advertising run various qualifications throughout the year, both online and offline. We support our members of staff in obtaining these qualifications in every way we can.

## The perks

Fantastic training programme

Regular media owner events

Subsidised activities and trips Walking weekend away each year

Brilliant Summer and Christmas parties

Summer Friday's early finish

## Our values

